INFORMATION LETTER

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Monosodium Glutamate in Canned Vegetables

An order permitting the use of monosodium glutamate as an optional ingredient in canned vegetables has been issued by the Secretary of Health, Education, and Welfare. Text of the order is reproduced on page 334.

USDA Receives Report on Milk Marketing Order Program

The U. S. Department of Agriculture has announced that it has received a report of a review of the federal marketing order program for milk by a technical committee appointed for that purpose in May, 1953.

The committee was composed of representatives of all phases of the fluid and manufacturing milk industry, including producers, processors, distributors, and others.

The committee concluded that the primary purpose of federal milk marketing orders—to maintain an adequate supply of milk and to achieve orderly marketing—is being accomplished.

As for prices, the committee said that formula pricing and, particularly, supply-demand price adjustments have served to reduce Class I prices as supplies became more ample, but that in the postwar years the margin of Class I prices over manufacturing prices has been wider on a dollars and cents basis than in former years in all types of fluid milk markets, including federally regulated, state regulated, and nonregulated markets.

The committee said that lags occur in adjustments of production and consumption to price changes, and that there is little evidence that federal milk marketing orders have increased production more than has occurred in other markets or areas.

Committee recommendations included a proposal for further study of the delegation of price-making authority to an industry committee under prescribed standards.

Estimated Production of 1954 Food Crops

The total volume of all-crop production edged up slightly during October as harvest of most crops reached or neared completion, according to the November 1 report by the Crop Reporting Board of USDA.

While the 1954 total will be relatively large, it has been exceeded in four of the previous six years. However, a relatively high level of yields per acre has been obtained this year, which in the aggregate will reach fourth highest of record.

Vegetables for Processing

Estimates for 10 crops representing about 97 percent of the total tonnage of vegetables for processing indicate a total of 5.55 million tons, about 13 percent below the 6.38 million tons harvested last year and an average of 5.56 million tons for the 1943-52 period.

Tonnages of green peas, spinach, and tomatoes are less than average but this is nearly offset by above-average production for each of the other seven crops for which estimates are available. A record high production of snap beans is estimated for 1954; for the other crops, less tonnage is estimated for 1954 than was obtained in 1953.

Deciduous Fruits

Deciduous fruit production in 1954 will be about 2 percent larger than in 1953, although 6 percent below average. Larger crops of apples, pears, grapes, and prunes have been produced than last year, but smaller crops of peaches, cherries, plums, and apricots. Each of these fruit crops, except prunes, is below the 10-year average.

The 1954 commercial apple crop was estimated on November 1 at 103,716,000 bushels, up 705,000 bushels from the October 1 estimate and 10,839,000 bushels above the 1953 crop, but 2 percent below the 10-year average. The crop in the Eastern states now is forecast at 49,852,000 bushels, in the Central states at 16,149,000 bushels, and in the Western states at 37,715,000 bushels.

The pear crop is estimated at 30,327,000 bushels, 4 percent more than the 1953 crop and about equal to the 10-year average. The increase from the October forecast is largely due to increases in Michigan and in the fall and winter varieties in Oregon and Washington. The Bartlett pear crop in the three Pacific Coast states is estimated at 20,401,000 bushels, 18 percent more than the 1953 crop and 7 percent above average.

Prospects for cranberries declined slightly during October, and on November 1 production was estimated at 973,500 barrels, compared with the

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N.C.A. Officers and Staff Join in Wisconsin Observance

President Willkie and two members of the N.C.A. staff—Nelson H. Budd, Director of the Information Division, and Dr. Charles H. Mahoney, Director of the Raw Products Research Bureau—spoke at the annual convention of the Wisconsin Canners Association, November 8-9, in Milwaukee.

Mr. Willkie praised Wisconsin accomplishments and leadership as recorded in their 50th anniversary ceremonies, but made a characteristic plea that the canners look forward to their next 50 years of progress and not be complacent about past and present achievements. He urged continuous attention to quality, improvement in plant and field operations, and efficiency of management.

Mr. Budd's presentation of the color slides that detail the progress of the current Consumer and Trade Relations program was preceded by a talk by Norman O. Sorensen, Country Gardens, Inc., Milwaukee, who urged individual canner use of the program materials, and was followed by remarks by H. L. Wedertz, Lakeside Packing Co., Manitowoc, who reviewed origins of the program, its authorization at the last Convention and discussed the general policies followed in the execution of the work.

Dr. Mahoney emphasized the importance of top cannery management concerning itself with agricultural re-

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Text of FDA Order Permitting Use of Monosodium Glutamate

Following is the text of the Food and Drug Administration order amending the definitions and standards of identity for canned vegetables so as to permit the use of monosodium glutamate as an optional ingredient, as published in the *Federal Register* of November 6:

TITLE 21—FOOD AND DRUGS

Chapter I—Food and Drug Administration, Department of Health, Education, and Welfare

PART 51—CANNED VEGETABLES; DEFINITIONS AND STANDARDS OF IDENTITY; QUALITY; AND FILL OF CONTAINER

PART 52—CANNED VEGETABLES OTHER THAN THOSE SPECIFICALLY REGULATED; DEFINITIONS AND STANDARDS OF IDENTITY

ORDER AMENDING DEFINITIONS AND STANDARDS OF IDENTITY FOR CERTAIN SPECIFIED CANNED VEGETABLES

In the matter of amending the definitions and standards of identity for the following canned vegetables: Peas, green beans, wax beans, corn (sweet corn, sugar corn) and field corn (Part 51) and artichokes, asparagus, shelled beans, bean sprouts, lima beans or butter beans, beets, beet greens, broccoli, brussels sprouts, cabbage, carrots, cauliflower, celery, collards, dandelion greens, kale, mushrooms, mustard greens, okra, onions, parsnips, black-eye peas or black-eyed peas, field peas, green sweet peppers, red sweet peppers, pimientos or pimentos, potatoes, sweet potatoes, rutabagas, salsify, spinach, Swiss chard, truffles, turnip greens, turnips (Part 52):

On August 28, 1954, a notice of proposed rule making was published in the *Federal Register* (19 F. R. 5523) setting forth proposals to amend the definitions and standards of identity for the foods named above by permitting monosodium glutamate to be used as an optional ingredient of each such food and requiring that when used the label bear a statement showing monosodium glutamate to be present. The notice allowed 30 days for interested persons to submit in writing their views regarding these proposals.

Upon consideration of the views presented and other relevant information, it is concluded that honesty and fair dealing in the interest of consumers will be promoted by permitting monosodium glutamate as an optional ingredient of the canned vegetables named above and requiring that when this ingredient is used the labels for such foods bear a precise statement of the presence of monosodium glutamate. Therefore, pursuant to the authority vested in the Secretary of Health, Education, and Welfare by the provisions of the Federal Food, Drug, and Cosmetic Act (sec. 401, 52 Stat. 1046, as amended by 68 Stat. 54, 55; 21 U. S. C. 341), it is hereby ordered that the regulations containing the definitions and standards of identity for the foods named above (21 CFR 51.0, 51.10, 51.15; 21 CFR 1953 Supp., 51.20, 51.30, 52.990) be amended as follows:

A. Part 51 is amended as follows:

1a. In § 51.0 *Identity; label statement of optional ingredients*, paragraph (c) is amended by renumbering subparagraphs (2), (3), (4), (5), (6), and (7) as (3), (4), (5), (6), (7), and (8), respectively, and inserting the following new subparagraph (2):

(2) Monosodium glutamate.

b. Section 51.0 (f) (6) is amended by changing the reference to "paragraph (c) (7)" to "paragraph (c) (8)".

c. Section 51.0 (f) is further amended by renumbering subparagraph (7) as (8) and inserting the following new subparagraph (7):

(7) If monosodium glutamate is used, the label shall bear the statement "Monosodium Glutamate Added" or "With Added Monosodium Glutamate."

2a. In § 51.10 *Canned green beans; identity; label statement of optional ingredients*, paragraph (a) is amended by inserting "monosodium glutamate," immediately after "salt,".

b. Section 51.10 (b) is amended by adding the following new subparagraph:

(6) If monosodium glutamate is used, the label shall bear the statement "Monosodium Glutamate Added" or "With Added Monosodium Glutamate."

3a. In § 51.20 *Canned corn, canned sweet corn, canned sugar corn; identity; label statement of optional ingredients*, paragraph (a) is amended by renumbering subparagraphs (2) and (3) as (3) and (4), respectively, and inserting the following new subparagraph (2):

(2) Monosodium glutamate.

b. Section 51.20 (d) (1) is amended by changing the reference to "paragraph (a) (3)" to "paragraph (a) (4)".

c. Section 51.20 (d) is further amended by renumbering subparagraph (2) as (3) and inserting the following new subparagraph (2):

(2) If monosodium glutamate is used, the label shall bear the statement "Monosodium Glutamate Added" or "With Added Monosodium Glutamate."

B. Part 52 is amended as follows:

1. In § 52.990 *Canned vegetables; identity; label statement of optional ingredients*, paragraph (c) is amended by adding the following new subparagraph, immediately following subparagraph (7):

(8) In the cases of all vegetables, monosodium glutamate may be added in a quantity sufficient to season the food.

* * * * *

2. Section 52.990 (f) is amended by adding the following new subparagraph:

(8) If monosodium glutamate is used, the label shall bear the statement "Monosodium Glutamate Added" or "With Added Monosodium Glutamate."

C. These amendments will permit the use of monosodium glutamate as an optional ingredient in canned wax beans (§ 51.15 (a)) and canned field corn (§ 51.30 (a)). It is unnecessary to alter the wording of these sections.

Any person who will be adversely affected by the foregoing order may at any time prior to the thirtieth day from the date of publication of this order in the *Federal Register* file with the Hearing Clerk, Department of Health, Education, and Welfare, Room 5440, Health, Education, and Welfare Building, 330 Independence Avenue S. W., Washington 25, D. C., written objections thereto. Objections shall show wherein the person filing will be adversely affected by the order, shall specify with particularity the provisions of the order deemed objectionable and the grounds for the objections, and shall request a public hearing upon the objections. Objections may be accompanied by a memorandum or brief in support thereof. All documents shall be filed in quintuplicate.

Effective date. This order shall become effective on the sixtieth day after publication in the *Federal Register*, except as to any of its provisions that may be stayed by the filing of objections thereto and request for a public hearing. Notice of such filing, or lack thereof, will be announced by publication in the *Federal Register*.

(Secs. 401, 701, 52 Stat. 1046, 1055, as amended 68 Stat. 54, 55; 21 U.S.C. 341, 371; 67 Stat. 18.)

Dated: November 2, 1954.

NELSON A. ROCKEFELLER,
Acting Secretary.

[F. R. Doc. 54-8783; Filed, Nov. 5, 1954; 8:50 a. m.]

Farm Journal Magazine

Evelyn Craig, food editor, presents three canned pumpkin recipes in her article entitled "Prize Pie" in the November issue of the *Farm Journal*.

A handsome color photograph of the pumpkin pie is used on the cover of the "Farmer's Wife" section of the magazine. The prize-winning pie recipe, and also pumpkin cake and waffle recipes come from Francile Peters of Pickaway County, Ohio. The author tells about the unique Pumpkin Show of the Ohio community.

Indicated Production of Vegetables for Processing

Crop	10-year ave. 1943-52	1953 Revised	1954 Indicated	Change from 1953	Change from 1943-52
	(thousands of tons)			(percent)	
Beans, lima	63.0	106.6	102.2	− 4.1	+62.2
Beans, snap	232.3	304.6	342.5	+12.4	+47.4
Beets	141.2	158.9	142.5	−10.3	+ 0.9
Cabbage for kraut (contract)	90.4	129.2	111.1	−14.0	+22.9
Corn, sweet	1,205.4	1,519.9	1,465.7	− 3.6	+21.6
Cucumbers for pickles	232.6	329.9	298.9	− 9.4	+28.5
Peas, green	433.1	464.2	397.9	−14.3	− 8.1
Pimientos	17.4	33.4	21.7	−35.2	+24.5
Spinach, winter and spring	81.1	88.7	72.3	−18.5	−10.9
Spinach, fall	33.2	18.5	22.7	+22.9	−31.6
Tomatoes	3,038.6	3,228.8	2,573.6	−20.3	−15.3
Total, 10 crops	5,559.2	6,382.6	5,551.1	−13.0	− 0.2

1954 Food Crops

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1,203,000 barrels in 1953 and the 10-year average of 787,300 barrels.

Citrus Fruits

Harvesting of citrus is progressing satisfactorily, with good crops of oranges and tangerines in prospect in Florida. The Florida crop of grapefruit is 13 percent below last season but 20 percent above average.

Prospects for citrus in Texas are for larger crops than last year. Growing conditions have been favorable in all areas, with quality of the fruit good.

Vegetables for Fresh Market

The supply of commercial vegetable crops for fresh market this fall is expected to be 7 percent less than the quantity available last year, and 2 percent below average. Chiefly responsible for the decline are smaller fall crops of snap beans, broccoli, brussels sprouts, cabbage, cauliflower, celery, and cucumbers. Larger crops of sweet corn, eggplant, green peppers, and tomatoes are estimated.

Other Crops

The 1954 potato crop is estimated at 346,943,000 bushels, up 1,004,000 bushels from October 1 but 7 percent below the 1953 production and 15 percent below average.

The crop of sweet potatoes is placed at 29,285,000 bushels, compared with 33,974,000 bushels in 1953 and the 10-year average of 50,637,000 bushels. The crop is the third smallest since 1881.

Dry bean production is estimated at 18,357,000 bags (100 pounds, uncleaned basis), down slightly from the October forecast. The current estimate is 1.3 percent more than last year's production and is about 4 percent above average.

A record production of soybeans is indicated, with 338 million bushels estimated on November 1. This compares with 262 million bushels produced in 1953.

Average Prices for Peaches

Following are preliminary season average prices per ton received by growers for peaches for processing (except dried) during 1954, as reported by the Agricultural Marketing Service of USDA:

	(dollars per ton)	
Pennsylvania	60.40	60.40
Virginia	58.30	65.80
South Carolina	52.10	62.50
Georgia	50.80	56.30
Michigan	53.80	55.00
Washington	63.80	64.60
Oregon	74.40	(a)
California:		
Clingstone	54.70	54.60
Freestone	49.90	50.70
All	54.00	53.90
Average, freestone, 9 states	52.70	53.30

(a) Price not published by AMS to avoid disclosure of individual operations.

Poultry Used in Canning

Poultry canned or used in canning during September totaled 15,873,000 pounds, according to the Crop Reporting Board of USDA. The September total compares with 11,546,000 pounds canned during Septemer of last year and the 1948-52 average of 10,877,000 pounds. The preliminary total for January through September of this year is 168,561,000 pounds (dressed weight), compared with 136,263,000 pounds to the same date in 1953.

Cucumbers for Pickles

Preliminary estimates by the Crop Reporting Board of USDA place the 1954 production of cucumbers for pickles at 12,455,000 bushels, compared with 13,744,000 bushels produced in 1953 and an average of 9,690,000 bushels for the 1943-52 period.

Stocks of salt and dill pickles in tanks and barrels on October 1 are estimated at 12,834,000 bushels, 2 percent above the 12,583,000 bushels held October 1 a year ago. The 1943-52 average stocks are 9,305,000 bushels. Holdings from the current crop were smaller this year than last, but this was more than offset by increased holdings from previous crops.

Taking into account both the estimated stocks and the 1954 production, the indicated disappearance for the year ending October 1, 1954, is 12,204,000 bushels. This compares with 13,328,000 bushels for 1953 and the average of 9,438,000 bushels for the 10-year period.

Spinach for Processing

The indicated 1954 production of fall crop spinach for processing is 22,700 tons, according to the Crop Reporting Board of USDA. This exceeds the 1953 fall crop of 18,470 tons by 23 percent but is about 32 percent less than the 10-year average production of 33,170 tons.

The 1954 fall harvested acreage for processing is 5,810 acres. This compares with 4,130 acres harvested for fall processing in 1953 and an average of 10,920 acres for the 1943-52 period.

Total 1954 production of spinach for processing (all seasonal groups) is indicated to be 94,980 tons. This is about 11 percent less than the 1953 production of 107,200 tons and 17 percent less than the 10-year average production of 114,300 tons.

Total 1954 acreage of spinach harvested for processing (all seasonal groups) is estimated at 25,540 acres. In 1953, the total harvested acreage was 27,140 acres and the 10-year average harvested acreage is 38,770.

State and Seasonal Group	Acreage 1953 Rev.	Acreage 1954 Prelim.	Production 1953 Rev.	Production 1954 Prelim.
	(acres)		(tons)	
Texas				
Winter	4,500	4,500	6,800	5,800
California	8,200	7,300	54,300	49,400
Early Spring	7,000	6,200	48,300	42,800
Fall	1,200	1,100	6,000	6,600
Virginia	1,100	1,200	3,300	3,000
Late Spring	800	800	2,400	1,800
Fall	300	400	900	1,200
Maryland	1,450	1,000	3,620	2,400
Late Spring	1,000	700	2,500	1,800
Fall	450	300	1,120	600
New York				
Late Spring	1,400	1,100	12,200	6,800
Arkansas	3,900	3,200	6,640	6,400
Late Spring	3,600	2,700	6,100	5,400
Fall	300	500	540	1,000
Oklahoma	4,600	4,600	9,110	8,500
Late Spring	4,500	3,600	9,000	7,200
Fall	100	1,000	110	1,300
Washington	540	490	4,130	3,380
Late Spring	210	130	1,430	680
Fall	330	360	2,700	2,700
Other states				
Fall	1,450	2,150	7,100	9,300
Total, 9 states	27,140	25,540	107,200	94,980
Winter and Spring	23,010	19,730	88,730	72,280
Fall	4,130	5,810	18,470	22,700

Lima Beans for Processing

A total of 102,240 tons of green lima beans for processing was harvested in 1954, according to the Crop Reporting Board of USDA. This preliminary estimate compares with 106,560 tons in 1953 and an average production of 63,020 tons for the 1943-52 period.

The revised estimate of acreage planted to lima beans for processing in 1954 is 117,200 acres. The preliminary estimate of acreage harvested is 111,600 acres. The difference between the planted and harvested acres, or 5,600 acres, represents acreage from which no green lima beans were harvested for canning, freezing or other processing.

This year's average yield of 1,832 pounds compares with 1,942 pounds obtained in 1953 and an average of 1,452 pounds for the 1943-52 period.

State	10-year ave. 1943-52	1953 Revised	1954 preliminary
	(tons—shelled)		
New York	1,290	3,150	3,230
Pennsylvania	2,290	3,250	2,530
Ohio	380	290	340
Michigan	1,370	1,510	1,390
Wisconsin	3,240	6,600	7,450
Delaware	11,040	16,340	16,570
Maryland	2,430	3,000	3,710
Virginia	2,300	3,060	2,360
Washington	1,060	860	1,000
California	18,580	40,300	39,340
Other states[1]	19,100	28,200	24,320
U. S. Total	63,020	106,560	102,240
For freezing	[2]63,660	74,360	69,320
For canning and other processing	[2]26,100	32,180	32,920

[1] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Okla., Ore., Tenn., and Utah.
[2] 1952. Estimates not available prior to 1952.

Pimientos for Processing

Preliminary estimates place the 1954 production of pimientos for processing at 21,670 tons. According to the Crop Reporting Board of USDA, this is only about two-thirds of last year's production of 33,430 tons.

The estimate of acreage harvested in 1954 is 28,900 acres. Last year, 26,500 acres were harvested. The yield per acre in 1954 is estimated at 0.75 tons. Hot, dry weather which prevailed in the Southeastern states during the growing season reduced this year's yield per acre to the lowest point in recent years. Frost on November 1 stopped harvest in all Georgia areas. This year's yield compares with 1.26 tons obtained per acre last year and an average of 1.11 tons for the 1943-52 period.

Business Indicators

Further evidences of the pickup in general business activity occurred during the third quarter of this year. New orders for durable goods increased substantially during September. However, most of this increase was attributable to large defense orders. In October the index of wholesale commodity prices decreased slightly. The value of manufacturers' inventories decreased further in September for the twelfth consecutive month. Liabilities of business failures, although higher than a year ago for all business, were substantially lower for all manufacturing and for food and kindred product processors. Personal consumption expenditures were running about 1 percent above a year ago with only a slight increase in consumer credit in September. The latest developments among the statistical indicators of the business cycle, with 62 percent of the leading indicators expanding, provide evidence that a recovery is under way. The evidence, however, is not yet considered conclusive.

Industrial Production

Total industry production in September was up about 1½ percent above August but still running almost 7 percent less than a year ago. The production index of canned and frozen foods for August (the latest available figure) was 7 percent lower than the August, 1953, index. However, steel ingot production during the week ended November 6 was up 28,000 tons from the preceding week with operation scheduled at 75.7 percent of capacity. Lumber production, by the end of October, was running about 5 percent above a year ago and electric power production over 10 percent above a year ago.

Industrial Production (Unadjusted) (1947–49 = 100)	Sept., 1954	Change from Month ago	Change from Year ago
		(percent)	
Total industry	126	+1.6	−6.7
Manufactured food products*	116	+8.4	−1.7
Canned and Frozen Foods*	194	+40.6	−7.2

* August.

Employment

Unemployment declined in September as is usual for this time of the year. September unemployment of 3.1 million amounted to 4.8 percent of the civilian labor force. Of the 3.1 million, 1.8 million were estimated to be insured unemployment. Employment in the canning and preserving industry in August (the latest month available) was about 11 percent less than employment a year ago. The length of the workweek of manufacturing production workers in September was 39.7 hours compared with 39.9 a year ago. This decline was completely attributable to the decline in the workweek of durable goods manufacturers. The workweek for nondurable goods manufacturers was 39.1 hours compared with 39 hours a year ago. Average weekly earnings of factory workers increased 80 cents in September to $71.86 per week, 44 cents more than a year earlier.

Employment	Sept., 1954	Change from Month ago	Change from Year ago
	(thousands)	(percent)	
Total employment	62,144	−0.2	−0.3
Civilian labor force	63,243	−0.4	+2.5
Total manufacturing	16,007	+0.9	−8.6
Canning and Preserving Industry*	306	+36.0	−10.8

* August.

Sales and Inventories

Both total business and manufacturers sales were up almost 2 percent in September over August. Food and kindred product sales increased 2.7 percent and retail food store sales 1.5 percent. However, manufacturing sales were still running almost 7 percent less than a year ago but food store sales were 2.3 percent higher than a year ago. Department store sales for the week ending October 30 were 4 percent more than sales in the corresponding week a year ago.

The decline in manufacturing and inventories continued for the twelfth consecutive month and, at the end of September, stood at 7.4 percent under a year ago. The value of inventories in the food and kindred products industry increased seasonally in September but was still about 2 percent less than a year ago. Total wholesale and retail inventories were each about 2½ percent under a year ago but food store inventories moved up sharply in September and were valued at 0.8 percent above a year ago.

Manufacturers' new orders (seasonally adjusted) increased 7 percent in September to the highest level since July, 1953, and about 6 percent above those of a year ago. The major factor involved in the September increase was the placement of new defense orders with transportation equipment companies. Increased shipments were reported general throughout the manufacturing industries in September. The ratio of manufacturers' in-

ventories to sales (both seasonally adjusted) was 1.84 for September compared with 1.85 for September, 1953. The ratio for nondurable goods industries was somewhat lower than a year ago while for durable goods industries it was slightly higher. The improvement in new orders continued in October, according to the National Association of Purchasing Agents.

Sales and Inventories (Unadjusted)	Sept., 1954	Change from Month ago	Change from Year ago
	(billion dollars)	—(percent)—	
Inventories:			
Total business	77.4	+0.1	−5.3
Manufacturing	43.2	−0.8	−7.4
Food and kindred products	3.5	+2.7	−1.9
Wholesale, total	11.7	+0.9	−2.4
Retail, total	22.5	+1.5	−2.4
Food stores	2.4	+2.6	+0.8
Sales:			
Total business	48.1	+1.8	−3.7
Manufacturing	24.4	+1.9	−6.8
Food and kindred products	4.0	+2.7	−0.5
Wholesale, total	9.6	+1.6	−1.5
Retail, total	14.1	+1.7	+0.4
Food stores	3.4	+1.5	+2.3

Prices

The September index of wholesale prices for all commodities stood at 110, about 1 percent lower than a year ago. The retail price index was 0.4 percent less than a year ago. For foods, both the wholesale and retail price indexes were lower than the all-commodity index. At wholesale, the all-food index was 103.7 in September, about 3 percent under a year ago. The retail price index for foods was 1.2 percent under a year ago. The retail index of canned fruits and vegetables stood at 104.6, 0.8 percent below a year ago and substantially under the retail price index for all commodities and all foods. The all-commodity retail index showed the sharpest decrease in any month since November, 1953, principally caused by the reduction in food prices. The consumers' price index stood at the lowest level since April but still 13 percent above the pre-Korean war level of June, 1950. Most economic analysts said that prices of most consumer goods will be under pressure during the next several months and that the general trend of consumer prices in the near future will be downward. However, on the demand side for food prices, the population trends may be an important factor. The August, 1954, birth rate of 369,000 was the highest ever recorded. Total births during the first eight months of 1954 also set a new record, 2.4 percent above the previous record set in 1953.

Prices (1947-49=100)	Sept., 1954	Change from Month ago	Change from Year ago
		—(percent)—	
Wholesale:			
All commodities	110.0	−0.5	−0.9
All foods	103.7	−1.7	−2.9
Farm products	93.6	−2.3	−4.6
Fruits, fresh	128.8	+0.9	+3.7
Vegetables, fresh	83.0	−14.3	+3.6
Fruits and Juices, Canned	110.9	+0.5	+1.9
Vegetables and Soups, Canned	103.6	−0.1	−1.2
Retail:			
All commodities	114.7	−0.3	−0.4
All foods	112.4	−1.3	−1.2
Canned Fruits and Vegetables	104.6	−0.1	−0.8

Income and Expenditures

Consumer spending in the third quarter of 1954 reached a record level of $234 billion (annual rate). However, disposable personal income fell slightly from the second quarter with the result that the personal savings rate dropped from 7.8 to 7.3 percent of the disposable income. Compared with a year ago, disposable personal income was 0.5 percent higher and consumption expenditures 1.2 percent higher. Expenditures for nondurable goods increased each quarter of this year and hit a record level of $120.5 billion in the third quarter of 1954. Expenditures for durable goods were almost $2 billion under a year ago at $28.5 billion. Per capita disposable income declined slightly in the third quarter and was estimated at $1,551 at current prices compared with $1,570 a year ago at current prices. Farm income during the first eight months of 1954 was about 3 percent below the same period of 1953.

Income and Expenditures	Sept., 1954	Change from Month ago	Change from Year ago
	(billion dollars)	—(percent)—	
Disposable personal income	252.5	−0.2	+0.5
Personal consumption expenditures	234.0	+0.4	+1.2
Expenditures, nondurable goods	120.5	+0.4	+1.6
Personal net savings	18.5	−6.1	−7.5

Business Failures

Liabilities of business failures decreased in August for the fifth consecutive month in 1954 but the monthly total in September increased 12 percent after the 1 percent decrease during August. However, the number of failures in September was 10 percent less than in August but more than 19 percent above a year ago. The increase in total liabilities, despite the decrease in number of failures, was caused by the failure during the month of four businesses, each with liabilities of over $1 million. In August no failures were reported in this size category. Average liabilities per failure in September, 1954, were $44,421 compared with $49,296 for September, 1953. Manufacturing showed a decrease in September in both the number and liabilities of business failures. In August, manufacturing accounted for 38 percent of all failures but for only 31 percent of all failures in September.

In an analysis of business failures during the year ended June 30, 1954, Dun & Bradstreet reports incompetence as the underlying cause for 50 percent of the failures, unbalanced experience for 18 percent of the failures, lack of managerial experience 12 percent, lack of operating experience 10 percent, and neglect 4 percent. During October, 834 failures were reported compared with 758 during October, 1953.

Liabilities of business failures in October have exceeded those of September in every year since World War II. Preliminary data for October of this year indicate that the liabilities may have been less than those for September. If final figures confirm this relationship, it will indicate that the peak was reached in March and since April the cyclical trend has been downward. Business failures are one of the early and reliable indicators of changes in general business activities.

	Sept., 1954	Change from Month ago	Change from Year ago
	(number)	—(percent)—	
Business Failures:			
All business	819	−10.2	+19.4
Manufacturing*	151	−18.8	+7.9
Food and kindred products	13	−13.3	+8.3
	(thousand dollars)	—(percent)—	
Current Liabilities:			
All business	36,381	+11.7	+7.6
Manufacturing*	9,997	−19.2	−22.7
Food and kindred products	677	−50.9	−11.0

* Excludes mining.

National Pickle Packers Assn.

The National Pickle Packers Association reelected its officers recently at the association's annual meeting:

President—Edward Guggenheimer, Bloch & Guggenheimer, Long Island City, N. Y.; vice president—Harry Tuttle, M. A. Gedney Co., Minneapolis; treasurer—Earl G. Van Holten, J. G. Van Holten & Son, Milwaukee; managing executive—Col. Edward T. Miller, Oak Park, Ill.; secretary—W. R. Moore, Oak Park, Ill.

Wisconsin Canners Association

The Wisconsin Canners Association elected the following officers at the association's annual convention:

President—E. W. Sterr, Loyal Canning Co., Loyal; vice president—Gordon J. Verhulst, Calumet-Dutch Packing Co., Sheboygan; recording secretary—W. H. Stare, Stokely-Van Camp, Inc., Columbus; treasurer—O. V. Otteson, Friday Canning Corp., New Richmond.

Wisconsin Canners Meeting

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search and the developments arising from such research, pointing to the possibilities for profitable packs when canners make use of such advances.

The Information Division issued press and radio releases on highlights of Mr. Willkie's address to 107 Wisconsin newspapers, 63 trade papers, 78 Wisconsin radio and TV stations, and to the national wire services.

Association of Food Industry Sanitarians

The Association of Food Industry Sanitarians, at its eighth annual business meeting November 5, heard an optimistic report on the future of agriculture from F. R. Wilcox, assistant general manager of Sunkist Growers, Inc., Los Angeles, and chairman of the RMA Citrus Research Advisory Committee.

Mr. Wilcox declared: "The projection of current population trends indicates that by 1975 the United States population will be about 200 million. That means that there will be 38 million more customers for the food industry, or the equivalent of the present population of all the Atlantic Coast states from Maine to Virginia."

Schuckl Office Wins Award

Schuckl & Co., Inc., Sunnyvale, Calif., has won the 1954 award by *Management Methods* magazine as having the best integrated general offices in a suburban location.

The award was announced in the September issue of the magazine, which is devoted to helping businessmen achieve greater productivity from employees by controlling the environment in which they work.

Of the Schuckl building, the magazine declared, in part: "The judges' decision in selecting this entry was quick and unanimous. The prize-winning offices typify the unusual combination of informality and businesslike planning made possible by a willing management and able architects and planners."

Frank M. Shook

Frank M. Shook, 85, died November 7 in an Easton, Md., hospital following a stroke suffered on November 5. He had recovered from a previous stroke a few years ago.

Mr. Shook had been connected with the canning industry since 1901, his 15 previous years having been devoted to teaching and farming in Ohio, where he was born at Circleville. He was at first engaged as an active canner with several Ohio canning firms, and in addition to these duties served as secretary of both the Ohio Canners Association and the Western Canners Association of that time. He served on several National Canners Association Committees during this period. Also, he had experience in canned food brokerage and machinery.

During World War I, he served as a purchasing agent for the Food Administration headed by Herbert Hoover. In 1919 he joined the N.C.A. staff, remaining until 1926, at which time he was an Assistant Secretary.

He then became the first full-time secretary of the Tri-State Packers Association, establishing its headquarters in Easton. For 20 years he headed the activities and was in large part responsible for the growth of that organization. After he relinquished his secretarial duties there in 1946 he continued his service to the organization as treasurer. His full retirement began on January 1, 1951, and he continued his residence in Easton.

During his long residence in Easton, Mr. Shook was always very active in civic affairs. His last active position of this kind, which he held until a year ago, was as chief of the Talbot County Draft Board.

Funeral services were held in Easton November 10, and burial services at Circleville November 12.

Citrus Export Subsidy

An export payment program to encourage exports of fresh and processed oranges and grapefruit, effective November 1, has been announced by the U. S. Department of Agriculture.

The program is similar to those in effect during the last six years. Its purpose is to help market the large citrus crops.

Announcements containing full details of the program, including payment rates on the processed products, are being mailed by USDA to exporters and to members of the citrus industry. USDA cautions that these announcements contain terms differing from those in previous announcements and transactions should not be concluded until copies of the new terms are received.

Eligible countries again include principal Western European countries other than citrus-producing countries.

By October 9, exports under the 1953-54 program included about 419,000 cases (24/2) of canned single-strength orange juice, about 590,000 gallons of concentrated hot-pack juice, and 51,000 gallons of frozen orange concentrate.

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